

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM443235

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Oro Loma Ranch, LLC		08/30/2017	Limited Liability Company: CALIFORNIA
RECEIVING PARTY DATA			
Name:	POM Wonderful LLC		
Street Address:	11444 West Olympic Blvd., 10th Floor		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90064		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	5052307	RUBY FRESH	
Registration Number:	4900563	ROYAL CROWN	
Registration Number:	3674726	RUBY FRESH	
CORRESPONDENCE DATA			
Fax Number:	3109668810		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	310-966-5726		
Email:	latunda.powell@roll.com		
Correspondent Name:	LaTunda Powell, Trademark Administrator		
Address Line 1:	11444 West Olympic Blvd., 7th Floor		
Address Line 4:	Los Angeles, CALIFORNIA 90064		
ATTORNEY DOCKET NUMBER:	205243		
NAME OF SUBMITTER:	LaTunda Powell		
SIGNATURE:	/LaTunda Powell/		
DATE SIGNED:	09/14/2017		
Total Attachments: 4			
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UNITED STATES
ASSIGNMENT OF TRADEMARK

FOR GOOD AND VALUABLE CONSIDERATION, the receipt and sufficiency of which is hereby acknowledged, Oro Loma Ranch, LLC (“Assignor”), a limited liability company organized and existing under the laws of California, whose business address is 44474 W. Nees Firebaugh, CA 93622, hereby assigns and transfers to POMWonderful LLC (“Assignee”), a limited liability company organized and existing under the laws of Delaware, whose business address is at 11444 West Olympic Blvd., Los Angeles, CA 90064, effective as of August 30, 2017 (the “Effective Date”), the following:

A. All right, title, and interest held by Assignor in and to the business names, trade names, and/or service marks, and the application and/or registration therefor, listed in **Exhibit A** attached hereto and incorporated herein by this reference (hereinafter referred to as the “Marks”);

B. The goodwill of the business connected with the use of and symbolized by the Marks, as part of the transfer of all business to which the Marks pertain, and including all associated artwork, labels, and package designs and other assets that uniquely reflect the Marks; and

C. All rights to damages or profits, due or to become due, accrued or to accrue, arising out of past, present or future infringement of said Marks or injury to said goodwill, together with the right to sue or recover the same in Assignee’s name.

[Signature page follows]

IN WITNESS WHEREOF, the undersigned have hereunto executed this Assignment, in one or more counterparts, each of which shall be deemed an original and all of which taken together shall constitute one and the same instrument.

Assignor:

Oro Loma Ranch, LLC,
a California limited liability company

By: TR Hall
Name: Timothy R. Hall
Title: Manager

Assignee:

POMWonderful LLC,
a Delaware limited liability company

By: _____
Name: Craig B. Cooper
Title: Senior Vice President

IN WITNESS WHEREOF, the undersigned have hereunto executed this Assignment, in one or more counterparts, each of which shall be deemed an original and all of which taken together shall constitute one and the same instrument.

Assignor:

Oro Loma Ranch, LLC,
a California limited liability company

By: _____
Name: Timothy R. Hall
Title: Manager

Assignee:

POMWonderful LLC,
a Delaware limited liability company

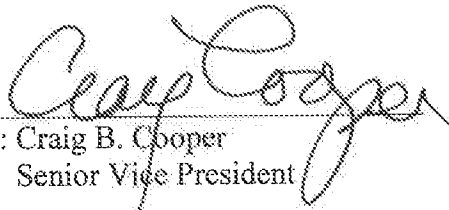
By: 
Name: Craig B. Cooper
Title: Senior Vice President

EXHIBIT A

MARKS

Trademark	Class/ Goods	Application Date	Application Number	Registration Number
RUBY FRESH	29, 31	27-FEB-2015	86549169	5052307
ROYAL CROWN	31	27-FEB-2015	86549158	4900563
RUBY FRESH	29	10-SEP-2008	77566406	3674726
RUBY FRESH JEWELS	Pomegranate arils; processed fruit; processed pomegranate arils	Common law	Common law	Common law
JEWELS	Pomegranate arils; processed fruit; processed pomegranate arils	Common law	Common law	Common law